

Appl. No. 09/812,709  
Amdt. Dated April 20, 2005  
Reply to Office Action of January 25, 2005

Attorney Docket No. 81747.0192  
Customer No. 26021

### **REMARKS**

This application has been carefully reviewed in light of the Office Action dated January 25, 2005. Claims 1-20 remain in this application. Claims 1 and 9 are the independent Claims. Claims 1 and 9 have been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

#### **Art-Based Rejections**

Claims 1-7, 9-16, and 18 were rejected under 35 U.S.C. § 102(e) over U.S. Patent No. 6,611,810 (Kolls); Claims 8 and 17 were rejected under 35 U.S.C. § 103(a) over Kolls in view of U.S. Patent No. 6,401,074 (Sleeper). Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

#### **The Kolls Reference**

Kolls is directed to a universal advertising and payment system and method for retail store applications including point of sale transactions. (*See, Kolls; Abstract; Col. 1, lines 18-20*). Kolls provides a public access electronic terminal with the ability to view, vend, obtain information, respond to, or purchase from displayed interactive or electronic advertising by way of an electronic computing device. (*See, Kolls, Col. 7, lines 18-25*).

#### **The Sleeper Reference**

Sleeper is directed to an augmented POS system that includes capabilities for real-time displaying and broadcasting of commercial information within the context

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of a retail transaction. Each front-end POS system is augmented with an auxiliary display or combined display and audio broadcast device for presenting promotional information to a customer during the course of a retail transaction. (*See, Sleeper, Col. 1, lines 51-57*).

**The Claims are Patentable Over the Applied References**

The present application is generally directed to a receipt printing and issuing system and methods for the same.

As defined by amended independent Claim 1, a receipt printing and issuing system for a payment transaction includes input devices for an operator, a printing device, a display device for the operator, and a storage device. A memory control device receives and stores one or more advertisements or other additional information to be printed on a receipt paper. The additional information is information other than the required information. A display/input device interacts with a customer. A control device generates a list of items of the additional information to be displayed on the display/input device according to a predetermined condition. A selection control device receives one or more items selected through the display/input device. A print data generating device generates print data to be printed on the receipt paper by merging original receipt information according to the payment transaction and the additional information designated by the one or more selected items in the list and sends the merged information to the printing device.

The applied Kolls reference is not seen to suggest or disclose the features of the present invention as recited in the claims. In particular, Kolls does not suggest or disclose "a memory control device for receiving and storing one or more advertisements or other additional information to be printed on a receipt paper,

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wherein the additional information is information other than the required information," as required by amended independent Claim 1. Moreover, Kolls does not teach or disclose "a control device for generating a list of items of the additional information to be displayed on the display/input device according to a predetermined condition," as required by amended independent Claim 1.

As shown above, Kolls is directed to a universal advertising and payment system and method for retail store applications including point of sale transactions. (*See, Kolls; Abstract; Col. 1, lines 18-20*). In particular, Kolls discloses a store display window which displays interactive advertising and information related to electronic mail, an electronic commerce transaction, and/or an electronic business transaction. (*See, Office Action; Page 2, lines 3-8; Kolls, Col. 38, lines 60-65*).

In contrast, present invention discloses displaying additional information, such as a plurality of advertisements, in addition to information related to electronic mail, electronic commerce, and/or electronic business transaction. (*See, Specification; Para. 1; Page 3, lines 1-2*). Accordingly, the additional information required by amended Claim 1 cannot be said to be equivalent to the required information or information related to the electronic mail, an electronic commerce transaction, and/or an electronic business translation as disclosed by Kolls.

Moreover, Kolls discloses an EEROM providing date and time. (*See, Office Action; Page 4, Para. 1*). In contrast, the present invention in part teaches a memory storing additional information such as advertisement. The stored information is additional to the information relating to the electronic transaction. Applicant respectfully submits EEROM providing data and time cannot be said to be equivalent to memory storing the additional information. Accordingly, Kolls does not teach or suggest "a memory control device for receiving and storing one or more advertisements or other additional information to be printed on a receipt paper,

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wherein the additional information is information other than the required information" as required by amended independent Claim 1.

Furthermore, present invention discloses the additional information to be displayed is selected based on a predetermined condition. The predetermined condition may be based on the personal data of the customer. (*See, Specification; Page 7, 5<sup>th</sup> paragraph*). Kolls does not teach this feature in present invention. Accordingly, Kolls does not teach or suggest "a control device for generating a list of items of the additional information to be displayed on the display/input device according to a predetermined condition," as required by amended independent Claim 1.

In light of the foregoing, Kolls does not teach or suggest features of the amended independent Claim 1 and cannot be said to anticipate the Claims of present invention. Reconsideration and withdrawal of reject are thus respectfully requested.

The ancillary Sleeper reference is not seen to remedy the above deficiency as is Kolls.

Since the cited reference fails to disclose, teach or suggest the above features recited in amended independent Claims 1, these references cannot be said to anticipate nor render obvious the invention which is the subject matter of those claims.

Accordingly, amended independent Claim 1 is believed to be in condition for allowance and such allowance is respectfully requested. Similarly, amended independent Claim 9 is allowable for at least the same forgoing reasons.

The remaining claims depend either directly or indirectly from amended independent Claims 1 and 9 and recite additional features of the invention which

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are neither disclosed nor fairly suggested by the applied references and are therefore also believed to be in condition for allowance.

**Conclusion**

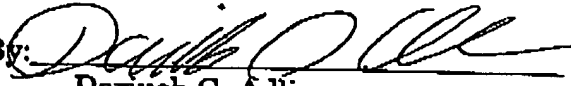
In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (213) 337-6809 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,  
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Date: April 20, 2005

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